

Association for Information Systems

## AIS Electronic Library (AISeL)

---

SAIS 2020 Proceedings

Southern (SAIS)

---

Fall 9-11-2020

### Modeling Social Media Influence On Social Group Formation

Joycelyn Streator

Georgia Gwinnett College, [jstreator@ggc.edu](mailto:jstreator@ggc.edu)

Follow this and additional works at: <https://aisel.aisnet.org/sais2020>

---

#### Recommended Citation

Streator, Joycelyn, "Modeling Social Media Influence On Social Group Formation" (2020). *SAIS 2020 Proceedings*. 2.

<https://aisel.aisnet.org/sais2020/2>

This material is brought to you by the Southern (SAIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in SAIS 2020 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# MODELING SOCIAL MEDIA INFLUENCE ON SOCIAL GROUP FORMATION

Joycelyn Streator  
Georgia Gwinnett College  
jstreator@gcc.edu

## ABSTRACT

Social media applications are in a unique position to impact the spread of norms across groups as they provide additional pathways for the interconnectivity and information flow beyond traditional boundaries. This research explores how social media affects cultural transformation using an analytical model and simulation. A model that encapsulates personal influence and social comparison as mechanisms for cultural transformation is presented.

## KEYWORDS

Social Media, Social Influence, Norms, Virtual Communities

## EXTENDED ABSTRACT

Social media has rapidly integrated into everyday life for many individuals around the world. In the United States, approximately 77% of all citizens use social media; worldwide social media users are estimated at 2.6 billion (Edison Research, & Salesforce.com. (n.d.), 2019). Technological advances such as mobile telephony, web 2.0, and the spread of broadband have provided conduits for applications rich in user-generated text, images, and video, as well as collaborative features that are the hallmark of social media.

As with all rapidly emerging technologies, defining social media necessitates looking beyond transitory features and platforms that dominate today, but can quickly be eclipsed in a matter of months. In essence, social media consists of software applications that allow individuals, organizations, and communities to interact, collaborate, form enduring connections, and build online communities for sharing and engaging in user-generated content (McCay-Peet & Quan-Haase, 2017).

Information and communication technologies facilitate self-disclosure, expressiveness, and other communication behaviors thought to be heavily influenced by norming processes (Varnali & Toker, 2015). Social media applications are particularly amenable for self-disclosure with profile building features and the ability to connect and compare based on information provided in profiles. This research finds that social media's collective social impacts become more pronounced with increased reliance on social media in place of traditional communication modes.

## REFERENCES

1. Edison Research, & Salesforce.com. (n.d.). (2019, March 6). Percentage of U.S. population with a social media profile from 2008 to 2019 [Graph]. Retrieved January 31, 2019, from Statista website: <https://www-statista-com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>
2. McCay-Peet, L., & Quan-Haase, A. (2017). What is social media and what questions can social media research help us answer. *The SAGE Handbook of Social Media Research Methods*, 13–26.
3. Varnali, K., & Toker, A. (2015). Self-disclosure on social networking sites. *Social Behavior and Personality: An International Journal*, 43(1), 1–13.